

| Electronic Patent Application Fee Transmittal | | | | |
|--|--|----------|--------|----------------------|
| Application Number: | 10043714 | | | |
| Filing Date: | 09-Jan-2002 | | | |
| Title of Invention: | System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters | | | |
| First Named Inventor/Applicant Name: | Isaac Bentolila | | | |
| Filer: | Joel M. Fogelson/Jill Garretson | | | |
| Attorney Docket Number: | MET2.PAU.25 | | | |
| Filed as Large Entity | | | | |
| Utility under 35 USC 111(a) Filing Fees | | | | |
| Description | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
| Basic Filing: | | | | |
| Pages: | | | | |
| Claims: | | | | |
| Claims in excess of 20 | 1202 | 2 | 52 | 104 |
| Miscellaneous-Filing: | | | | |
| Petition: | | | | |
| Patent-Appeals-and-Interference: | | | | |
| Post-Allowance-and-Post-Issuance: | | | | |
| Extension-of-Time: | | | | |

| Description | Fee Code | Quantity | Amount | Sub-Total in USD(\$) |
|------------------------------------|----------|----------|--------|----------------------|
| Extension - 3 months with \$0 paid | 1253 | 1 | 1110 | 1110 |
| Miscellaneous: | | | | |
| Request for continued examination | 1801 | 1 | 810 | 810 |
| Total in USD (\$) | | | | 2024 |